

INITIAL RECOMMENDATION SUMMARY FORM

WorkGroup: Public Awareness

STRATEGIC ISSUE:

1. Understand and define what is affordable housing.

INITIAL RECOMMENDATION(S):

1. Survey and gain consensus from other workgroups.
2. Survey stakeholders on their definitions of affordable housing.
3. Continue research on affordable housing definition.
4. Utilize results from surveys and research into defining messages for a public awareness campaign.

STRATEGIC ISSUE:

2. Identify target groups

INITIAL RECOMMENDATION(S):

1. Receive and review initial recommendations from other workgroups to identify target groups.
2. Prioritize target groups based on initial recommendations from work groups.
3. Identify ways of getting public perceptions of who needs targeting.
4. Develop target demographics for various segments of a public awareness campaign.

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STRATEGIC ISSUE:
3. Develop messages and communication vehicles.
INITIAL RECOMMENDATION(S):
<ul style="list-style-type: none">1. Develop objectives for the public awareness campaign.2. Define final target group matrix.3. Research and create messages for target groups in the matrix.4. Research and identify communication vehicles (eg: radio, TV, Website, etc.)

STRATEGIC ISSUE:
4. Plan on ways to reach target populations consistently.
INITIAL RECOMMENDATION(S):
<ul style="list-style-type: none">1. Create a five-year budget for a public awareness campaign.2. Raise funds to finance the public awareness campaign.3. Plan the launch of the public awareness campaign at the Michigan Conference on Affordable Housing in June and continuation strategies.4. Develop annual measures of success and amend accordingly.

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STRATEGIC ISSUE:

5. Develop and cultivate elected officials, media champions, and ambassadors.

INITIAL RECOMMENDATION(S):

1. Work with stakeholders to develop a list of potential elected officials, media champions, and ambassadors.
2. Meet with people on the lists and get buy-in.
3. Create communication links with people on the lists for information sharing and feedback.
4. Establish a training program for ambassadors.

STRATEGIC ISSUE:

6. Create tools to respond to campaign needs for the campaign duration.

1. Establish a governance framework
2. Develop a regular reporting system to partners in the public awareness campaign.
3. Amend campaign strategy based on results from success measures, as needed.
4. Identify ongoing revenue sources to finance governance and the public awareness campaign.